



**Granite Town Media**  
**Advisory Committee**  
Meeting Minutes  
26 February 2015

**Present:** Kevin Federico, Tim Finan, Don Jalbert, Joe Kasper, Mike McInerney, Tom Schmidt

**Absent:** Dave Alcox, Kevin Drew

**Guest:** Mark Bender

**Call to Order:**

Meeting called to order 6:00 PM

**Minutes**

Minutes approved.

**Work Item Status**

Mark Bender, new town administrator, attended meeting to become familiar with GTM and the committee.

Oval Web camera – has been installed, need to move Comcast Wi-Fi router in range.

Move GTM equipment rack to Town Hall – still under investigation

Mobile camera kit purchase – pending firm quote

EXstream caching server – on hold pending completion of town server upgrade program. This should free up an old server that can be repurposed.

Returning school cameras – no update

Winter sports coverage – bad weather has canceled several events. Mike is still planning to cover skiing.

BoS meeting room equipment upgrade – have preliminary quote of \$23k to install 4 cameras and switcher. Mike is honing the requirement. Need to move one of the cameras to better cover presenters. New cameras should drastically improve video quality.

Candidate forum – Dave Alcox hosted Board of Selectmen candidates Feb 18<sup>th</sup>

Town Administrative rep to GTM – Under consideration, committee requested someone with strong interest in GTM and either a video production or networking background.

### **Video Projects**

- Student manufacturing video – Mike working with Don Jalbert to put up the video.
- Firefighter training – this is an ongoing yearlong project documenting firefighter training
- Library book discussion request – Library requested GTM cover book presentation: **Ladies Behind Bars: A History of Women in the Spirits Industry**, March 3<sup>rd</sup> Mike has videographer scheduled. This will be the first library event covered by GTM.
- PD Winter Driving PSA – in the works
- ICE “In case of emergency” – Tom brought up the ICE intuitive. Emergency responders are trained to look for ICE address book entries. Good topic for a PSA. Mike will work with Ambulance Service.

### **Deliberative session post mortem**

- Unable to use 2<sup>nd</sup> camera – Cabling was a problem. Once we have second sports camera ought to be doable
- Audio link to presenters’ laptop – This may become a more common issue in the future as computer used to present video clips. Need adapter from PC to XLR microphone jack on mixer.
- Additional sound reinforcement – Mike is looking to add fill in speakers at the rear of the auditorium much like he implemented in the BoS meeting room. This should improve audio levels in the rear while reducing risk of feedback.
- Acoustic microphone shields – Microphones distort if held too close to the speaker’s mouth. This tends to be a problem with the audience microphone. Mike will try out adding a microphone shield to control distance.

Renew Tom and Joe’s terms - Tom will forward request to Tina to have names place on the BoS consent calendar. As this is a renewal, physical presence at the meeting is not required.

Change meeting start time to 7PM. - Joe mentioned it is difficult to leave work early enough to be here in time for 6PM start time, requested meeting start time changed to 7PM. All in favor, new start time begins next meeting.

### **Web site review work session**

Mike requested committee review the web site and make recommendations pertaining to:

- a) Content
- b) Design/layout
- c) Functionality

**Administrative** – each department head has an account enabling them to post relevant departmental information on the site. For some departments this works well for others this type of work is outside their normal scope of work. Mike and Mark Bender will work with the department heads to assist them becoming more comfortable making changes to the site. For those who are still uncomfortable posting directly need to work out an expeditious way for them to forward information to Mike so he can post it with the minimal additional demands of his time.

There was some concern expressed [EDAC](#) is interested in pursuing development of an independent web site. This requires further investigation as creation of a common look and feel for all Milford department was a key goal of the town web site redevelopment.

**Design/Layout** – Mike is the ultimate arbiter of where and how material is posted on the web site (unless overridden by the BoS). This is a necessary structure as there are many competing demands on the site that need to be accommodated.

Requests for new features/capabilities need to be evaluated and prioritized. Those that make the cut will be implemented pending budgetary constraints.

Mike expressed concern once again about developer responsiveness. Kevin Federico stated he was aware of a number of Milford residents with Drupal experience that may be willing to consult or perhaps even volunteer to assist Mike in making updates and modifications to the web site. Kevin will follow up to determine interest in helping out. This led to a discussion about how best to address Community Media and IT department workload. No decision was reached.

### **Home page - Description**

This is the key piece of web site real estate.

Upper two rows of banner/header should be reserved for permanent links. Hovering over each one may cause a pulldown to open with additional links. Mike indicated he had gotten complaints that pulldowns cover the home page. Unfortunately that cannot be helped and is a common method web sites use to drill down to subpages.

Currently clicking on some topics does not drill down to more detail or open a page, rather the pulldown simply vanishes, that is unacceptable. Clicking on text should take you to the indicated page or as a minimum do nothing, informing the user that it was not a clickable item. Tim noted that each menu item on the home page does in fact have an associated URL so the current behavior looks like an implementation bug.

The area below the picture is divided into three sections. The left most pane is for news items. Normal behavior is that additions simply push down older items. It is possible to make them sticky but that becomes problematic if there are more than a few items.

The Center panel is the town meeting calendar. Default display shows the next few events but visitors are able to drill down for more detail if desired.

The right-hand panel consists of two components. The upper portion contains links to GTM programs. The newly created selection below GTM is for important semipermanent/long-lived hot topics.

#### **Recommendations – Home page**

1. Increase font to 12pt (all pages)
2. Add voter registration link to the banner Residents tab – document what/when/how a resident needs to do to register
3. Remove voter information from banner and locate it in current news section
4. Remove zoning from news and the semipermanent section and add it to the voter info page.
5. Add school ballot(s) to voter info page. Don Jalbert will work with Mike to obtain electronic copy.
6. Limit Pipeline info in news section to news topics.
7. Add Channel 20 Edu schedule link to GTM section
8. Remove pipeline information link from banner and locate it in the semipermanent right hand section, ideally with an attached icon like the current news section to make it stand out.
9. Add “Report a pothole” to the semipermanent right hand section

#### **Recommendations – Elected Official page**

1. Add link to voter registration info.
2. Add information about roles and responsibilities for each position. Mark Bender stated this information is available so hopefully this will be a simple copy and paste exercise.
3. Provide professional contact information for elected officials and term expiration

#### **Recommendations – Active Projects page**

1. Add Pipeline info page

#### **Recommendations – Town Administrator page**

1. Add information about Mark and Tina.
2. Discussed desirability of adding staff pictures to site. While in general it is viewed as positive other work is more pressing.

#### **Upcoming Meeting:**

26 March 2015 7 PM Board of Selectmen meeting room

#### **Adjourn:**

Meeting adjourned 8:45 PM

Respectfully submitted: Tom Schmidt